

## **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listings of Claims:**

1. (Currently Amended) [A method for displaying paint color samples in a two-dimensional physical display unit,] An apparatus comprising:
  - [selecting a first plurality of paint colors;]
  - [placing the selected first plurality of paint colors on a first plurality of physical paint color sample cards;]
  - a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;
  - [arranging the] a first plurality of physical paint sample cards [on the display unit so that the first plurality of paint colors are] arranged on the display unit according to groups of different hue and chroma with the paint colors on the physical paint sample cards varying in hue, in a first direction, and varying in chroma, in a second direction; and
  - [arranging] one or more physical color combination paint sample cards disposed adjacent to each group of different hue and chroma physical paint sample cards, each physical color combination paint sample card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to, and a picture of a building or a room painted with the plurality of colors on the physical color combination paint sample card.
2. (Currently Amended) The [method] apparatus of claim 1 wherein the size of the paint sample on the physical combination paint sample card varies in size according to the area painted in the picture with this color.
3. (Currently Amended) The [method] apparatus of claim 1 further comprising:
  - [adding] a second plurality of physical paint color sample cards disposed adjacent to the first plurality of physical paint sample cards, based on expert human input.
4. (Currently Amended) The [method] apparatus of claim 1 [further comprising:]
  - [arranging] wherein the first plurality of physical paint sample cards are arranged

in columns in the two-dimensional display unit, with the most chromatic physical paint sample card at the top of the column, with gradually decreasing chromatic physical paint sample cards below to the least chromatic at the bottom of the column.

5. (Currently Amended) The [method] apparatus of claim 3 further comprising:

[arranging] a third plurality of physical paint sample cards arranged in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of physical paint sample cards having white paint of similar tint as the paint sample on the groups of the first plurality of physical paint sample cards it is adjacent to.

6. (Currently Amended) The [method] apparatus of claim 1 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue that have varying chromatic values.

7. (Cancelled)

8. (Previously Presented) A paint sample display unit comprising:

a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;

a first plurality of physical paint sample cards, each physical paint sample card carrying a paint color of similar hue but different chroma to every other physical paint sample card of the first plurality, the first plurality of physical paint sample cards with similar hue being arranged in a first column of the paint sample card display unit, from most chromatic to least chromatic;

a second plurality of physical paint sample cards carrying a paint color of similar hue but different chroma to every other physical paint sample card of the second plurality, the second plurality of physical paint sample cards being arranged in a second column of the paint sample card display unit, from most chromatic to least chromatic; and

one or more physical color combination paint sample cards adjacent to each chromatic group of the first plurality of physical paint sample cards and the second plurality of physical paint sample cards, each physical color combination sample card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture

of a building or room painted with the plurality of paint sample colors on the physical color combination paint sample card.

9. (Cancelled)

10. (Previously Presented) The paint sample display unit of claim 8 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue but having varying chromatic value.

11. (Cancelled)

12. (Currently Amended) A paint color display system to assist customers in the selection of paint colors, comprising:

a physical display unit having a two-dimensional[.] array structure to display physical paint color sample cards;

a first plurality of physical paint color sample cards arranged in hue groups having different chroma, the physical color sample cards in the hue groups arranged according to either ascending or descending hue value in a first dimension, and according to either ascending or descending chromatic value in a second dimension of the display unit; and

one or more physical color combination paint sample cards adjacent to each group of different hue and chroma physical paint color sample cards, each physical color combination card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture of a building or a room painted with the plurality of paint sample colors on the color combination paint sample card.

13. (Currently Amended) The paint color display system of claim 12, wherein the size of the paint sample on the physical color [coordination] combination paint sample card varies according to the area painted in the picture with the color.

14. (Previously Presented) The paint color display system of claim 12, further comprising a second plurality of physical paint color sample cards selected on the basis of expert human input.

15. (Previously Presented) The paint color display system of claims 14, further comprising:

a third plurality of physical paint sample cards arranged in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of paint sample cards it is adjacent to.

16-44. (Cancelled)

45. (Currently Amended) [A method of displaying paint color samples in a two-dimensional physical display unit,] An apparatus comprising:

[selecting a first plurality of paint colors;]

[placing the selected first plurality of paint colors on a first plurality of physical paint sample cards;]

a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;

[arranging the] a first plurality of physical paint sample cards arranged on the display unit according to groups of different hue and chroma so that the paint colors displayed on the physical paint sample cards vary in hue in a first direction and vary in chroma in a second direction; and

[arranging] one or more physical color combination style cards disposed adjacent to each group of different hue and chromatic physical paint sample cards, each physical color combination style card having a tri-fold card with three separate sections, each separate section containing a plurality of paint samples having the same base hue as the hue of the group the tri-fold card is adjacent to, and a picture of a room painted with the plurality of paint sample colors on the section, each section of the tri-fold card having a picture of a different room.

46. (Currently Amended) The [method] apparatus of claim 45 wherein the size of the paint sample on each separate section of the tri-fold card varies in size according to the size of the area painted in the picture with [this color] the respective paint sample.

47. (Currently Amended) The [method] apparatus of claim 45 further comprising:  
[adding] a second plurality of physical paint color sample cards disposed  
adjacent to the first plurality of physical paint sample cards based on expert human input.
48. (Currently Amended) The [method] apparatus of claim 45 [further comprising:]  
[arranging] wherein the first plurality of physical paint sample cards are  
arranged in columns in the two-dimensional display unit, with the most chromatic physical  
paint sample card at the top of the column, with gradually decreasing chromatic physical paint  
sample cards [below] progressing to the least chromatic at the bottom of the column.
49. (Currently Amended) The [method] apparatus of claim 47 further comprising:  
[arranging] a third plurality of physical paint sample cards arranged in groups,  
each group adjacent to a group in the first plurality of physical paint sample cards, the third  
plurality of physical paint sample cards having white paint of [similar] tint [as] similar to that  
of the paint samples on the adjacent group of first plurality of physical paint sample cards [it is  
adjacent to].
50. (Previously Presented) A paint color display system to assist customers in the  
selection of paint colors, comprising:  
a physical display unit having a two-dimensional structure to display physical  
paint color sample cards;  
a first plurality of physical paint color sample cards arranged in hue groups, each  
hue group having a different chroma, the physical paint color sample cards in the hue groups  
arranged according to ascending or descending hue value in a first dimension and according to  
either ascending or descending chromatic value in a second dimension of the display unit; and  
one or more physical color combination style cards adjacent to each group of  
different hue and chroma paint color sample cards, each physical color combination style card  
being a tri-fold card with three separate sections, each separate section containing a plurality of  
paint samples having the same base hue as the base of the group it is adjacent to, and a picture  
of a room painted with the plurality of paint sample colors on the section, each section of the  
tri-fold card having a picture of a different room.

51. (Previously Presented) The paint color display of claim 50, wherein the size of the paint sample on each separate section of the tri-fold card varies according to the area painted in the picture with this color.

52. (Previously Presented) The paint color display system of claim 50, further comprising a second plurality of physical paint color sample cards selected on the basis of expert human input.

53. (Previously Presented) The paint color display system of claim 52, further comprising:

a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of physical paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of physical paint sample cards it is adjacent to.

54. (Currently Amended) The [method] display unit of claim 1 wherein each color combination physical paint card comprises a single card that includes a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample.

55. (Currently Amended) The [method] display unit of claim 54 wherein the base hue sample is larger in size than the complementary color samples.

56. (Currently Amended) The [method] display unit of claim 54 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

57. (Previously Presented) The paint color display system of claim 12 wherein each physical color combination card comprises a single card that includes a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample.

58. (Previously Presented) The paint color display system of claim 57 wherein the base hue sample is larger in size than the complementary color samples.

59. (Previously Presented) The paint color display system of claim 57 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

60. (Previously Presented) A paint color display system to assist customers in selection of paint colors comprising:

a plurality of physical color combination cards including a plurality of paint samples wherein the plurality of paint samples for each physical color combination card includes at least a base hue sample and a plurality of complementary color samples arranged adjacent to the base hue sample, and wherein each physical color combination card includes a picture of a room or building that is painted with the plurality of paint samples.

61. (Previously Presented) The paint color display system of claim 60 wherein the base hue sample is larger in size than the complementary color samples.

62. (Previously Presented) The paint color display system of claim 60 wherein at least one of the complementary color samples comprises one white color sample selected from a plurality of white colors.

63. (Previously Presented) The paint color display system of claim 60 wherein each physical color combination card comprises a single card with a plurality of sections with each section including a picture of a room or building, a base hue sample, and a plurality of complementary color samples.

64. (Previously Presented) The paint color display system of claim 63 wherein the plurality of sections comprises at least three sections with the physical color combination card comprising a tri-fold card.

65. (Previously Presented) The paint color display system of claim 63 wherein the picture on each section is different from pictures shown on other sections.

66. (Previously Presented) The paint color display system of claim 60 including a physical display unit with a two-dimensional structure to display a plurality of physical paint color sample cards to be arranged in hue groups wherein the plurality of paint color sample cards

are arranged based on hue value in a first dimension and chromatic value in a second dimension, and wherein the physical display unit includes at least one physical color combination card adjacent to each hue group with the base hue sample comprising a color selected from the hue group that the physical color combination card is adjacent to.

67. (Currently Amended) A [method for displaying paint color samples in a] physical paint sample display unit having at least two dimensions, comprising:

[providing] a first plurality of physical paint sample cards, each of the plurality of physical paint sample cards having one or more paint colors displayed thereon, the one or more colors being selected and positioned such that the first plurality of physical paint sample cards are [arrangeable] arranged adjacent one another such that the colors thereon vary in hue in a first direction and vary in chroma in a second direction; and

[arranging the first plurality of physical paint sample cards adjacent one another on the display unit so that the paint colors thereon are arranged on said display to vary in hue in a first direction and vary in chroma in a second direction; and]

[arranging] one or more physical color combination paint sample cards arranged adjacent to a first selected group of said physical paint sample cards, each physical color combination paint sample card containing a plurality of paint samples, each paint sample having a respective color, one of the paint samples having a hue which is the same as a base hue of the first selected group of said physical paint sample cards, each respective physical color combination paint sample card further having a picture of a building or a room painted with each of the plurality of respective colors of each of the paint samples on that respective physical color combination paint sample card.

68. (Currently Amended) The [method] display unit of claim 67 wherein the picture of a building or room on one of said physical color combination paint sample cards has a plurality of areas of selected size, each area painted with a respective one of the colors on the physical color combination paint sample card and wherein the respective size of each paint sample on the physical combination paint sample card [has a size which] varies according to the size of the area painted in the picture with the respective color.

69. (Currently Amended) The [method] display unit of claim 67 further comprising:  
[adding] a second plurality of physical paint color sample cards disposed adjacent to the first plurality of physical paint color sample cards, based on expert human input.

70. (Currently Amended) The [method] display unit of claim 67 further  
[comprising:]  
[arranging] wherein the first plurality of physical paint sample cards are arranged in a first plurality of columns in the display unit; each column being associated with a selected hue, said first plurality of sample cards further being arranged such that a sample card having a higher chroma is positioned in each respective column above a sample card in that respective column [have] having a lower chroma.

71. (Currently Amended) The [method] display unit of claim 70 further comprising  
[disposing] a second plurality of physical paint sample cards disposed in a column adjacent said first plurality of columns based on expert human input.

72. (Currently Amended) The [method] display unit of claim 70 further  
[comprising:]  
[arranging] wherein a third plurality of physical paint sample cards are arranged adjacent to a second selected group of the first plurality of physical paint sample cards, each of the third plurality of physical paint sample cards [each] bearing a sample of white paint, each sample of white paint having a tint similar to that of a respective paint sample present on one of the sample cards of said second selected group.

73. (Currently Amended) The [method] display unit of claim 72 wherein each of the sample cards in said second selected group lies in a common row.

74. (Currently Amended) The [method] display unit of claim 67 wherein each of the first plurality of physical paint sample cards carries two or more paint colors, each said paint color having a chromatic value which is different than that of each other said paint color.

75. (Currently Amended) The [method] display unit of claim 72 [further comprising:]

[arranging] wherein one or more physical color combination style cards are arranged adjacent to a third selected group of said paint color sample cards, each color combination style card being a tri-fold card with three separate sections, each separate section containing a plurality of paint samples of a hue the same as a base hue of the third selected group, each separate section further including a picture painted with the plurality of paint sample colors contained in that separate section.

76. (Currently Amended) The [method] display unit of claim 67 [further comprising:]

[arranging] wherein one or more physical color combination style cards are arranged adjacent to a third selected group of said paint color sample cards, each color combination style card being a tri-fold card with three separate sections, each separate section containing a plurality of paint samples of a hue the same as a base hue of the third selected group, each separate section further including a picture painted with the plurality of paint sample colors contained in that separate section.

77. (Currently Amended) The [method] display unit of claim 67 further comprising:

[arranging] a third plurality of physical paint sample cards arranged adjacent to a second selected group of the first plurality of physical paint sample cards, each of the third plurality of physical paint sample cards [each] bearing a sample of white paint, each sample of white paint having a tint similar to that of a respective paint sample present on one of the sample cards of said second selected group.